

That which is claimed is:

1. In a method for facilitating video test screening on an electronic visual communications network, the steps comprising:

(i) establishing a registrant database of persons who volunteer to serve as a member of a test screening audience for video test screening on said network, said registrant database containing for each said person,

(a) the person's name and personal contact information, and

(b) the person's identification number called an ID number,

(ii) establishing a test screening audience database of test screening audience members for test screening a particular specific video,

(a) wherein said test screening audience members are selected from persons in said registrant database by a procedure involving one or more of the following techniques:

A. selection without regard to the time a person was added to said registrant database,

B. sequential selection in the order in which a person volunteered to serve as a member of a test screening audience for said

particular specific video, and

(b) wherein said test screening audience database is limited to members who accept assignment to them of a special access code to be entered by said member together with the member's identification number in order to gain access to the particular specific video for test screening on said network, and

(iii) conducting test screening of said particular specific video on said network by steps involving

(a) entry by a test screening audience member of his or her identification number and access code, to thereby obtain access by said test screening audience member to the particular specific video under screen testing, and

(b) providing on-line responses by test screening audience members to questions about the video of the test screening.

2. In the method of claim 1, the additional step of publishing an announcement that any person desiring to serve as a member of a video test screening audience on said network should volunteer for such service.

3. In the method of claim 1, the additional step of publishing an announcement that any person desiring to serve as a member of a test screening audience on said network for said particular specific video should volunteer

for such service.

4. In the method of claim 1, the further step of adding demographic information for persons in said registrant database.

5. In the method of claim 4, the additional step of pre-establishing demographic requirements for said members of said test screening audience for said particular specific video, and wherein selection of said members of said test screening audience is from persons whose demographics satisfy said demographic requirements.

6. In the method of claim 5, the step of establishing, before establishing said test screening audience database, a selected candidate database composed of persons registered in said registrant database whose demographics satisfy said demographic requirements.

7. In the method of claim 6, the step of replacing persons in the selected candidate database with other persons from said registrant database whose demographics satisfy the demographic requirements pre-established for the test screening of said particular specific video whenever a person initially placed in said selected candidate database declines or fails to serve.

8. In the method of claim 1, the additional step of obtaining agreement by a volunteering person to abide by a set of pre-established conditions for video test screening before including such person in the registrant database.

9. In the method of claim 1, the step of pre-determining the number of persons to be included in said test screening audience database before establishing said database.

10. In the method of claim 1, the step of displaying in the video under screen testing a verification code for a limited time without advance notice to any members of the test screening audience, and the step of quizzing members of the test screening audience about said verification code, to thereby learn if any member of the test screening audience failed to view a portion of the video containing the verification code.

11. In a method for facilitating video test screening on an electronic visual communications network, the steps comprising:

(i) publishing an announcement that any person desiring to serve as a member of a video test screening audience on said network should volunteer for such service,

(ii) establishing a registrant database of persons who volunteer and are deemed potentially eligible to participate in video test screening on said network, said registrant database containing for each person in it,

(a) the person's name and personal contact information and demographic information, and

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(b) the person's identification number called an ID number,

(iii) establishing, before forming a test screening audience database of test audience members for test screening a particular specific video, a selected candidate database composed of persons registered in said registrant database whose demographics satisfy the demographic requirements pre-established for members of a test screening audience for said particular specific video, said selected candidate database of persons being formed by a procedure involving one or more of the following techniques:

(a) selection without regard to the time a person was added to said registrant database,

(b) sequential selection in the order in which a person volunteered to serve as a member of the test screening audience for said particular specific video,

(iv) establishing a test screening audience database of test screening audience members for test screening said particular specific video by selecting persons from said selected candidate database who accept assignment to them of a special access code to be entered by said member together with the member's identification number in order to gain access to the particular specific video for test screening on said

network, and

(v) conducting test screening of said particular specific video on said network by steps involving

(a) entry by a test screening audience member of his or her identification number and access code, to thereby obtain access by test screening audience member to the particular specific video under screen testing,

(b) providing on-line responses by test audience members to questions about the video of the test screening, and

(c) tabulation of the responses by test screening audience members into a report of the responses.

12. In the method of claim 11, the additional step of obtaining agreement by a volunteering person to abide by a set of pre-established conditions for video test screening before including such person in the registrant database.

13. In the method of claim 11, the step of pre-determining the number of persons to be included in said test screening audience database before establishing said database.

14. In the method of claim 11, the step of displaying in the video under screen testing a verification code for a limited time without advance notice to any members of the test screening audience, and the step of quizzing

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members of the test screening audience about said verification code, to thereby learn if any member of the test screening audience failed to view a portion of the video containing the verification code.

15. In the method of claim 11, the step of replacing persons in the selected candidate database with other persons from said registrant database whose demographics satisfy the demographic requirements pre-established for the test screening of said particular specific video whenever a person initially placed in said selected candidate database declines or fails to serve.